

Amendments to the Drawings

Please approve the following amendments to FIG. 7 as indicated in red in the attached copies of the formal drawing for FIG. 7:

Replace "finish recording of a" with --buffering the remainder of the--.

Add text --recording the remainder of the program from the buffer--.

Add reference numeral --740--.

Replacement sheet 7 is attached herewith for use as formal drawings.

Annotated sheet 7 is attached herewith in "Appendix A - Annotated Marked-up Drawings" to show the changes to the original sheet 7.

## REMARKS

### I. Summary of the Office Action

Claims 1, 2, 6-18, 35, 36, and 40-48 are pending in this application.

The drawings are objected to under 37 C.F.R. § 1.83(a) for failing to show every feature of the invention specified in the claims.

Claims 1, 2, 6-18, 35, 36, and 40-48 are rejected under 35 U.S.C. § 103(a) as being obvious from O'Connor et al. U.S. Patent Publication No. 2005/0244138 A1 (hereinafter "O'Connor") in view of Zigmond et al. U.S. Patent No. 6,698,020 (hereinafter "Zigmond").

### II. Summary of Applicants' Reply

Applicants have amended FIG. 7 to show additional claimed features. Applicants have amended the specification to reflect the amendments of FIG. 7.

The Examiner's rejections are respectfully traversed.

### III. Applicants' Reply to the Objection

The drawings are objected to under 37 C.F.R. § 1.83(a) for failing to show every feature of the invention specified in the claims. Applicants have amended FIG. 7 to

show the missing claimed features. This objection should therefore be withdrawn.

#### IV. Applicants' Reply to the § 103 Rejection

Claims 1, 2, 6-18, 35, 36, and 40-48 are rejected under 35 U.S.C. § 103(a) as being obvious from O'Connor in view of Zigmond. This rejection is respectfully traversed.

Applicants' invention, as defined by independent claims 1 and 35, is directed towards a method and a system, respectively, for recording television programs and promotions. A television program and at least one promotion are selected to be recorded. The selected television program is recorded and the selected promotion is recorded at a predetermined point of the recording. The portion of the television program after the predetermined point is buffered in a buffer and the portion of the television program after the predetermined point is recorded from the buffer.

O'Connor discusses recording and playing back a video stream.

Zigmond discusses inserting advertisements into a video programming feed at the household level.

Applicants submit that the combination of O'Connor and Zigmond fails to show or suggest recording a selected promotion at a predetermined point of a recording, buffering the portion of the television program after the predetermined

point in a buffer, and recording the portion of the television program after the predetermined point from the buffer, as required by independent claims 1 and 35.

In particular, O'Connor does not discuss buffering a television program for the purposes of inserting content (e.g., a promotion) within a recording of the television program. Instead, O'Connor discusses buffering a television program to allow the user to, for example, pause, rewind, and fast forward the television program (see O'Connor, FIGS. 12 and 12A).

Zigmond does not discuss buffering a television program or recording a portion of the television program from a buffer. Instead, Zigmond discusses inserting advertisements into television programs by using a switch that toggles between a video programming feed and an advertisement stream (see Zigmond, column 8, lines 29-37).

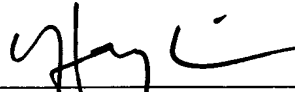
Even if O'Connor and Zigmond were combined, the resulting combination would, at best, allow a user to pause, rewind, and fast forward a switched video feed having video programming and one or more selected advertisements.

For at least this reason, amended independent claims 1 and 35 and dependent claims 2, 6-18, 36, and 40-48, which depend from either amended independent claim 1 or 35, are not obvious from O'Connor in view of Zigmond. This rejection should therefore be withdrawn.

V. Conclusion

In view of the foregoing, claims 1, 2, 6-18, 35, 36, and 40-48 are allowable. This application is therefore in condition for allowance. Reconsideration and allowance of this application are respectfully requested.

Respectfully submitted,



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Hong S. Lin  
Registration No. 54,629  
Agent for Applicants  
Fish & Neave IP Group  
ROPES & GRAY LLP  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020-1105  
Tel.: (212) 596-9000  
Fax: (212) 596-9090



## Appendix A - Annotated Marked-up Drawings



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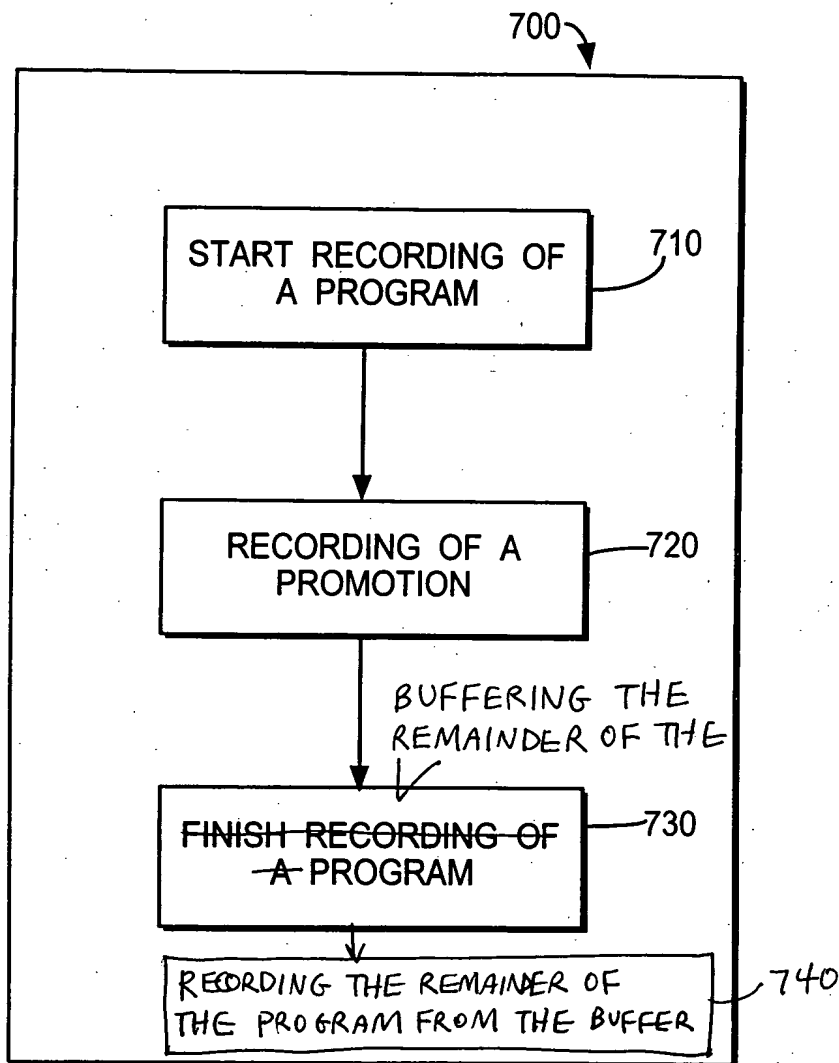


FIG.7